



Hi there,

When it comes to building a business, there's a journey every founder walks.

In four decades of working with business owners, Lisa has identified seven distinct stages that shape that journey:

**Start. Strategize. Sow. Survive. Succeed. Stabilize. Sell.**

Over the next several weeks, we'll walk through each of these stages together-giving you insight, clarity, and practical guidance no matter where you are in your business.

Today, we begin at the very beginning.

**1. START: Better Foundation. Better Future.**

Making the decision to start a business is a big deal.

It's not something to take lightly-there are risks, and the reality is that many businesses don't last. Half won't make it past five years, and only one in three reach the ten-year mark.

That's why the foundation matters so much.

Before jumping in, it's critical to take a deep, honest look at whether business ownership is right for you at all. And once you've made that decision, choosing the *right* business becomes just as important.

Success isn't just about meeting a market need.

It's about alignment.

- What energizes you?
- What brings you joy?
- What will motivate you to keep going when things get hard?

You can always learn new skills, but it's much harder to manufacture passion. When your work aligns with your natural strengths and what you genuinely enjoy, you give yourself a far greater chance at long-term success.

A strong foundation doesn't just support your business, it shapes your future.

**2. STRATEGIZE: Better Plan. Better Profit.**

Once you've decided what kind of business to build, the next step is clear:

You need a plan.

As Stephen Covey taught in *The 7 Habits of Highly Effective People*, it's essential to begin with the end in mind.

While some may say strategy is outdated, Lisa sees it differently:

Strategy is the starting point for everything.

You can't build a strong culture without a strong strategy first.

Even in the earliest days, when you're juggling everything on your own and the day-to-day feels overwhelming-having a clear plan keeps you grounded.

A thoughtful strategy gives you:

- Direction when things feel chaotic
- Confidence in your decisions
- A path forward when challenges arise

You don't need to have everything figured out, but you do need a roadmap.

The earlier you build your strategy, the stronger your path to profit becomes.

*The Abiding Strategy Workshop & Workbook is available, Spend a few quality hours with your team and a professional facilitator to build your complete three-to-five-year plan, purpose statements, tactical steps and more. Only 20% of American businesses have a strategy; set yourself apart from the start!*

**To Learn more about Lisa's services**

[Click here](#)

**A New Resource for Every Stage**

We're excited to share that the Abiding Membership is now live.

This membership was designed to support you through every stage of business with access to leadership articles, practical tools, and resources to help you grow with clarity and confidence.

**To Learn More about the Abiding Membership**

[Click here](#)

**A Grateful Moment**

Honored, grateful, and truly humbled.

Thank you to everyone who voted and supported Abiding Strategy for Best Consultant in this year's Southlake Style Readers' Choice Awards. Your trust and confidence mean everything, and it's a privilege to serve such an incredible community.

We love what we do, and we couldn't do it without you, thank you for being part of this journey.



**Customer testimonials :**

"Lisa's unique perspectives have totally changed the way I view my role as a business owner. I'm happier, more efficient and a better boss thanks to her coaching and direction. Partnering with Lisa is one of the best decisions I've made."

-Jeff C., Blaylock Gasket

**Lisa Speaks in 2026**

**January**

1/29/26 USEDC

**FEBRUARY**

2/10/26 She Leads  
2/10/26 NLF  
2/13/26 Sapphire Think Tank  
2/16/26 Blaylock  
2/17/26 Champion Strategy Cohort  
2/18/26 Metroport Chamber

**March**

3/3/26 USEDC  
3/13/26 Sapphire Think Tank  
3/27/26 Perikin Strategy Cohort  
3/31/26 Shaw Insurance

**April**

4/10/26 Sapphire Think Tank  
4/22/26 Young Professionals of Southlake

**May**

5/6/26 SCORE Luncheon Speaker  
5/8/26 Sapphire Think Tank  
5/17/26 NAWDP Conference Session  
5/27/26 Champion Strategy Cohort

**June**

6/10/26 Metroport Women's Luncheon  
6/12/26 Sapphire Think Tank  
6/18/26 Perikin Strategy Cohort

**July**

TBD

**AUGUST**

8/14/2026 Sapphire Think Tank  
8/18/26 Champion Strategy Cohort

**September**

9/11/26 Sapphire Think Tank  
9/18/26 Perikin Strategy Cohort

**October**

10/9/26 Sapphire Think Tank

**November**

11/13/26 Sapphire Think Tank  
11/17/26 Champion Strategy Cohort

**December**

TBD Perikin Strategy Cohort



Lisa Harrington  
PLM, CPCU, CAM, AAM, AAI, AIAM, AIP [CAE, CRIS]  
CEO  
Abiding Strategy®

If you have feedback for us or want to reach out to us regarding something, feel free to contact us via the details provided below.

Write an email to [help@abidingstrategy.com](mailto:help@abidingstrategy.com)  
(or) Call 850-528-2121 to get connected with our team.

#### Follow Us On



Facebook



Twitter



LinkedIn



Youtube



Instagram

You are receiving this email as you signed up for our newsletters.

Want to change how you receive these emails?

You can [Unsubscribe](#) or [Update your preferences](#)